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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1 of 3

**Complete if Known**

Application Number	09/629,533
Filing Date	04 aug 2000
First Named Inventor	Haitsuka
Group Art Unit	
Examiner Name	
Attorney Docket Number	J1-0-98123-B-US

**U.S. PATENT DOCUMENTS**

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code <sup>2</sup> (if known)			
SMG	A	6,009,409		Adler	12-28-1999	
SMG	B	5,933,811		Angles	08-03-1999	
SMG	C	6,026,368		Brown	02-15-2000	
SMG	D	5,504,675		Cragun	04-02-1996	
SMG	E	5,761,662		Dasan	06-02-1998	
SMG	F	5,717,923		Dedrick	02-10-1998	
SMG	G	5,724,521		Dedrick	03-03-1998	
SMG	H	5,768,521		Dedrick	06-16-1998	
SMG	I	5,946,664		Ebisawa	08-31-1999	
SMG	J	5,347,632		Filepp	09-13-1994	
SMG	K	5,823,879		Goldberg	10-20-1998	
SMG	L	6,036,601		Heckel	03-14-2000	
SMG	M	5,319,455		Hoarty	06-07-1994	
SMG	N	6,067,570		Kreynin	05-23-2000	
SMG	O	6,009,410		LeMole	12-28-1999	
SMG	P	5,721,827		Logan	02-24-1998	
SMG	Q	6,085,229		Newman	07-04-2000	
SMG	R	5,105,184		Pirani	04-14-1992	
SMG	S	5,918,014		Robinson	06-29-1999	
SMG	T	5,636,346		Saxe	06-03-1997	

**FOREIGN PATENT DOCUMENTS**

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
SMG	U	EP	0 822 535		Apte	02-04-1998		
SMG	V	WO	00/30008		Gupta	05-25-2000		
SMG	W	WO	98/43761		Itakura	04-02-1998		
SMG	X	WO	97/21183		Naqvi	06-12-1997		
	Y							
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	DD							

(1) no translation or explanation of relevance per MPEP 609

Examiner Signature	Steve Lavin	Date Considered	3-4-03
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<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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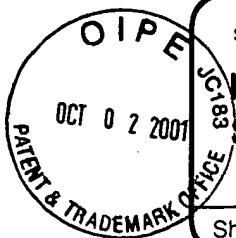
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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet

2

of

3

## Complete if Known

Application Number	09/629,533
Filing Date	04 aug 2000
First Named Inventor	Haitsuka
Group Art Unit	
Examiner Name	
Attorney Docket Number	J1-0-98123-B-US

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## OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
Smg		BRAJNIK, A Shell for Developing Non-Monotonic User Modeling Systems, California Digital Library International Journal of Human-Computer Studies, vol.40, no.1, pp. 31-62, 01/01/1994	
Smg		DEDRICK, Interactive Electronic Advertising, IEEE Multimedia 1994, 1994	
Smg		DEDRICK, A Consumption Model for Targeted Electronic Advertising, IEEE Multimed, Summer 1995, pp 41-49, Summer 1995	

Examiner  
Signature

Steve Lamm

Date

Considered

3-4-03

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## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet **3** of **3**

### Complete if Known

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Filing Date	04 Aug 2000
First Named Inventor	Haitsuka
Group Art Unit	
Examiner Name	
Attorney Docket Number	J1-0-98123-B-US

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		Number	Kind Code <sup>2</sup> (if known)			
<i>Smc</i>	A	5,809,242		Shaw	09-15-1998	
<i>Smc</i>	B	5,848,397		Marsh	12-08-1998	
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		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
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Examiner  
Signature

*Steve Hamlin*

Date  
Considered

*3-4-03*

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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

## Complete if Known

Application Number	UNKNOWN
Filing Date	08/04/00
First Named Inventor	STACY HAITSUKA
Group Art Unit	UNKNOWN
Examiner Name	UNKNOWN
Attorney Docket Number	72189/98123B

## U.S. PATENT DOCUMENTS

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		Number	Kind Code <sup>2</sup> (if known)			
SAH	A	5,959,623		VAN HOFF	09/28/1999	
SAH	B	5,572,643		JUDSON	11/05/1996	
SAH	C	5,946,646		SCHENA	08/31/1999	
SAH	D	5,740,549		REILLY	04/14/1998	
SAH	E	5,347,632		FILEPP	09/13/1994	
SAH	F	5,794,210		GOLDHABER	08/11/1998	
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Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
(1)	U		WO97/32268		ITAKURA	09/04/1997		
	V		WO97/27531		ITAKURA	07/31/1997		
	W		WO97/43724		ITAKURA	11/20/1997		
	X		WO97/32237		ITAKURA	09/04/1997		
	Y		WO98/11761		ITAKURA	04/02/1998		
	Z		WO97/48940		ITAKURA	12/11/1997		
	AA		WO98/35300		AMBROSE	01/23/1998		
	BB							
	CC							
	DD							

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Examiner Signature	<i>Steve Gervin</i>	Date Considered	3-4-02
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